



Credit Union National Association

cuna.org

DANIEL A. MICA
PRESIDENT & CEO

RECEIVED & INSPECTED

JUN - 3 2005

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May 26, 2005

A SIMILAR LETTER HAS BEEN SENT TO ALL COMMISSIONERS

DOCKET FILE COPY ORIGINAL

The Honorable Kevin J. Martin
Chairman
Federal Communications Commission
445 12th Street SW
Washington, DC 20554

Dear Chairman Martin:

On behalf of the Credit Union National Association, I respectfully urge the Federal Communications Commission to extend the compliance date until January 2006 for the requirement that organizations, such as CUNA, must obtain prior approval before sending fax communications to our members or other business associates.

Currently, CUNA, the largest national trade association representing credit unions, utilizes fax messages to communicate with members and other customers on an array of issues, including information about educational conferences, meetings, and other resources. In March of this year, CUNA sent almost 40,000 such faxes and in 2003, over \$1.1 million in sales revenue from our members and customers were generated as a result of fax communications.

CUNA strongly supports the reinstatement of the "established business relationship" exception provided in S. 714 and are hopeful Congress will adopt this legislation. In the meantime, however, we cannot wait until July 1 to comply with the provisions that bill seeks to address. If action is not taken soon, we will be forced to undertake costly, and in our view unwarranted steps, to ensure we are in compliance.

I want to assure you that CUNA does not oppose proper protection for consumers from unwelcome fax messages but governmental policy should distinguish between communications that are in the normal course of business and thus, generally expected by recipients such as an organization's membership or customers, and those that are not.

Thank you for your expeditious consideration of this request.

Sincerely,

Daniel A. Mica
President & CEO

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